



LAW FIRM MENTOR
NEVER STOP GROWING

How to Vet Online Marketing Companies

QUESTIONS FOR MARKETING PROFESSIONALS

I. General categories of questions

A. Approach

Does the company function as a trusted advisor, informing the law firm of marketing strategy in general? Or, does the marketing company serve to specialize in its particular area of expertise?

B. Business Accountability

Does the company track its results and make that information readily available to the law firm? What specific information does it track and how frequently?

C. Credentials

How many law firms, in this law firm's practice area, and this law firm's geographical region, at or about the same size as this law firm, has the marketing company serviced? Will the marketing company provide references of greatly satisfied and marginally satisfied clients?

D. Differentiation

How will the marketing company distinguish its protocol to achieve the intended results in comparison to prior campaigns/marketing plans for the same law firm, when the law firm's size/scope/target market have changed since the last contracted service?

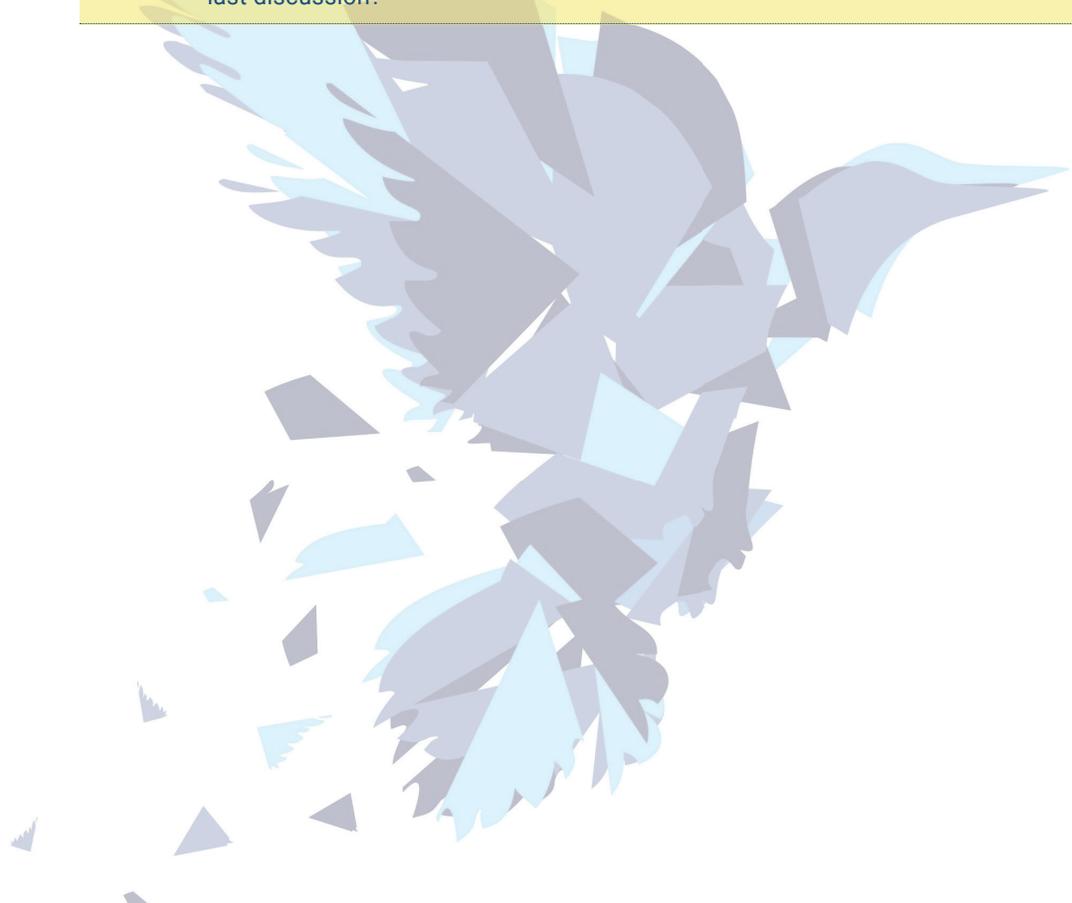
II. AN EXAMPLE: SEO – Search Engine Optimization

A. Approach (General vs. Specialized)

1. How often do you communicate with your law firm clients (monthly, biweekly, weekly, as needed, etc.)?
2. Is communication billed separately from ongoing SEO work?
3. What sort of information do you discuss in your periodic communications with my firm?
4. How do you build domain authority for my law firm's URL?
5. How do you improve domain authority for my law firm's URL?
6. Where do you build backlinks for my website?
7. What is your content marketing strategy for my law firm?
8. What do you intend to do to increase content on my website?
9. What do you recommend I do to increase content for my website?
10. What is the significance of having a blog?
11. How frequently should there be posts to my firm's blog and why?
12. Who will be responsible for your blog posting?
13. What is your system for working with other marketing companies (Pay-Per-Click; Reputation Marketing/Management; Blogging; Video Marketing; etc.)?
14. When you work with other marketing companies, who is responsible to coordinate activities?
15. What is your level of knowledge, experience, familiarity with other forms of online marketing (e.g., PPC, Facebook, Instagram, Reputation marketing, etc.)?

B. Business Accountability (Defining Success/Tracking)

1. What does success look like in 60 days? 90 days? 120 days? 180 days?
2. What information do you track?
3. How is the tracked information documented?
4. For each piece of information tracked, why do you track it?
5. Where is your tracking information housed (internal systems, dashboard, etc.)?
6. Will my law firm have access to the dashboard/tracking information?
7. Who will explain each piece of tracked information to me?
8. Do you have a goal for how many backlinks you will build over a 30- 60- 90-day time period?
9. Do you have a goal for how many times per week you will update the firm's website?
10. What keywords will you target for this law firm?
11. Why have you chosen those words?
12. How well do those keywords perform within a 25- 50- 100-mile radius of the firm?
13. How often will you change keyword targeting?
14. How will you integrate the SEO strategy with our PPC and social media marketing strategies?
15. How will you communicate to me in plain English the metrics tracked since our last discussion?



C. Credentials (Work with comparable firms)

1. What types of businesses do you service?
2. Of those businesses serviced, what percentage of your work volume is legal clients?
3. Why did your company decide to focus on the legal space?
4. How is servicing a law firm client than servicing another businesses in the online marketplace?
5. How many law firm clients does your company currently service?
6. How many hours, on average, does each law firm client receive from its assigned point person(s)?
7. How many practice areas of legal clients do you service?
8. (If firm is a generalist firm) How many law firms that have multiple practice areas do you service?
9. (If firm is a generalist firm) How do you determine the allocation (percentage) of time spent on marketing each practice area?
10. (If firm is a specialized firm) How many firms that have only one primary practice area do you service?
11. Who will be my designated point person(s) for this account?
12. How many years has/have my designated point person(s) been doing SEO for law firms?
13. At what number of producing employees (i.e., attorneys and paralegals) and/or at what revenue level do you begin work with law firms?
14. At what number of producing employees (i.e., attorneys and paralegals) and/or at what revenue level do you typically accomplish with law firms after one year?
15. (If response is tied to budget spend) At what number of producing employees (i.e., attorneys and paralegals) and/or at what revenue level do you typically accomplish with law firms after one year when the law firm spends what you recommend?
16. On average, how many keywords can you accomplish ranking on the first page of the major search engines (Google, Youtube, Yahoo, Bing) in a 90-day time period?
17. Will you provide a list of no less than five (5) law clients who started work with you when they were generating at or about the same level of revenue that my law firm is currently generating, and grew more than 25% in 12 months of starting to work with you?
18. What are the top three reasons given by your law firm clients for why they have terminated your services after the contract period?
19. Will you provide a list of no less than five (5) law clients who have terminated your services after the contract period ended, whose termination has occurred over the last year?
20. What are the reasons why you would terminate a law firm as a client?

D. Differentiation (Strategic segmentation)

1. What are the top reasons why SEO providers are ineffective in achieving growth for law firms?
2. What makes your approach to SEO different than other SEO providers?
3. What makes your approach to SEO better than other SEO providers?
4. When you commence an SEO campaign for a law firm client, how long do you wait to see results in that campaign before changing strategy?
5. What market forces might delay your implementation of a new strategy in SEO when quantitative data would suggest that the approach is not working?
6. When a law firm has defined success narrowly to include reaching first page of Google, and you have accomplished that result, how do you facilitate redefining the goals of the campaign to achieve success?
7. What activities are you most likely to change first when deciding to vary the approach to an SEO campaign? Why?
8. What activities are you most likely to change last when deciding to vary the approach to an SEO campaign? Why?
9. When working with a law firm that is growing and evolving its intended client base, how will you change the SEO campaign strategy to ensure the firm is attracting the desired clients?
10. How do you distinguish between the use of your time for creating the SEO strategy verses the time needed to actually do the work?



If you're ready to take your law firm marketing to the next level, contact Law Firm Mentor

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